

MEASURING IMPACT OF SOCIAL MEDIA PLATFORM ON AWARENESS, BEHAVIOUR AND FULFILLING THE MARKETING GAP: A SYSTEMATIC THEORETICAL REVIEW

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ABSTRACT

Social media platform including Facebook, Instagram, twitter, WhatsApp, You Tube are spreading now with a very fast speed across the world. The Social media platform spread the Jokes, making people happy with the various chats, news, but they are also emerged as a source of the Marketing activities and also contribute for the customer's Information gaining, awareness, behaviour and fulfil gap in the knowledge of the customers. It can be a successful source of the marketing activities. Scholars' have reported that evidence of the impact of social media on information, knowledge, behaviour, marketing activities and outcomes show that these tools can be effective in meeting individual and population health needs. Many prior research focuses specific interventions and approaches, which vary widely in focus, target population and theoretical foundations, with usability. This paper analyses the use of social media platform for the opportunity to increasing customer's awareness and increasing marketing activities opportunity for the companies.

Keywords: *Social media platform, Information source, Public Awareness, behaviour change, information gap, Marketing activities.*

Social media

Social media platform including Facebook, Instagram, twitter, Whats App, You Tube, Wechat, Live chat /Robo chat, etc. are spreading now with a very fast speed across the globe. Social media platforms are widely used by different professionals, and authorities worldwide to address key issues relating to marketing problems, public awareness, behaviour change due to Social media platform, effect of Word-of-mouth, Information, or misinformation, etc (Ventola, 2014; Mc Corkindale, et.al., 2013; Saravanakumar & Sugantha Lakshmi, 2012).

Social media as a source of information: In the aftermath of a global event, we have never had such real-time information open to us. This data would help keep us safe, giving us a more amazing vision of what's going on and how they're going to impact us and our love once (Kim et.al., 2014, Lundvall, 1985). However, SM will encourage falsehood, like the avoidance of miracles, deceptive declarations of miracle prevention schemes, enforcement, unsubstantiated allegations, and much more. Searching for accurate product information expertise is also essential for social networking organizations trying to tackle Product misinformation (Karlova & Fisher, 2013; Rutsaert et.al., 2013).

Social networking help organisations to increase public awareness towards the product of company: The media have a crucial role to play in forming a good society to improve our environment and drive it down the right direction, and they still strive to side with the reality and the related element (Dwivedi & Pandey, 2013; Waters et.al., 2009; Ybarra & Mitchell, 2008; Lange, 2007). It is the strongest method to spread consciousness in modern society, be it political, social or economic, and to give us the latest insight into what is happening in our country, to make us aware of our freedom, to make us aware of the evils in our society (Dufty, 2015; Reuter & Szakonyi, 2015; Luxton, et.al., 2012), to make us aware of what is happening around us, to reveal crooked leaders and hardcore offenders by stinging operations (Lee & Kwak, 2012). There is a link between the media and culture to communicate with each other on past, current and potential events about the fundamental needs of society (Rogstadius et.al., 2013; Yin et.al., 2012)

Social media lead change in the behaviour of the public towards product of company: Social media has been used extensively in recent change in the behaviour of common public towards any product, process, marketing, health awareness particularly co-ordination of response and recovery. With the awareness provided by the social media, a company can led the change in the behaviour. The companies are now using the improvement strategies around the world which is also presents in various literature review

and expert opinion and their impact on social media platform like Facebook and WhatsApp is being measured widely (Buonomo et.al., 2008; Podsakoff et.al., 2003).

Help to fill information gap of consumers about product of their company.

Companies are under-strain both to preserve sustainability and to behave in a socially conscious fashion, but I have given little details about how the social networking network influences the customer information gap. Consumers are stated to receive information from the social media site and to use it as a source of their information and also to fill in the blank space for the information (Sekaran and Bougie, 2013). A typology of consumers whose buying activity varies from unresponsive to highly responsive to social media content.

Literature Review

Social media platforms have attracted the interest and attention of researchers and practitioners in the Marketing domain, who use them for different purposes. On the other hand, Moorhead et al (2013) reviewed studies that were conducted to investigate the uses, advantages, and limitations of social media platforms with the common public.

Marketing studies: Social media campaigns can be beneficial in conveying information to the general public, thereby inducing positive attitudes and behaviour changes. Studies on social media campaigns and healthy behaviour have reported that social media campaigns can increase the **awareness** about the company's product, elicit positive **behaviour changes** and even prevent **negative behaviour changes** in individuals (Freberg et.al., 2013). These behavioral changes related to customer's choice for **improved product launched** using print media, social media, and the internet are not limited to a smaller population of educated people in comparison, television advertisements.

Health studies: Social media platforms can also be used to provide professionals in the public health domain with numerous valuable opportunities and benefits (Ellis et.al., 2012) usage of social media platforms by professionals are associated with several challenges and measure the public's awareness and responses (Collinson et al., 2015; Misra et al., 2015; Keckley & Hoffmann, 2010; Bennett and Glasgow, 2009) and health behaviour changes (Laranjo et.al., 2015; Heldman et.al., 2013) Social media users expect individuals on social media to listen, respond, and interact in a personal way that reflects both the leader's and the organization's personality and priorities (Heldman et.al., 2013, Korda and Itani, 2013).

Word-of-Mouth studies: There are various factors affecting a consumer's purchasing behaviour and decision-making (Brown et.al., 2007; Eric, 1988). Social information shared by other consumers has been considered by various consumers as an important source of information for decision making (Chu & Kim, 2011). Especially, when social network services are readily available for consumers in the online context, consumers can easily exchange their purchasing experiences with others (Brown et.al., 2007; Malhotra and Galletta, 1999). Ellis et al. (2014) revealed social media platforms is effectiveness for spreading good word of mouth with speed, accuracy, and low-cost performance; therefore, they can support the company for spreading their Word-of-Mouth (Chouhan, 2015). By engaging in word-of-mouth communication, participants may seek social support for the purchased object (Arndt 1967).

Change in Behaviour: Researchers have argued that social media communication can transfer useful information based on identifying and tracking users' behavioral patterns. Other authors believed that information conveyed to the public by social media platforms leads to behaviour modification (Ferguson, 2007).

Information or misinformation: The social media platforms can be used to outperform official information or misinformation, particularly when there is a given timeline is available. Social media sites including Facebook, Instagram, twitter, WhatsApp, You Tube contributes to increase the awareness/Knowledge both in positive and negative way and contributes to change behaviour of the consumers which also led them change their as well as the behaviour of the others. It can be used for the various purposes as shown in table 1.

Table 1. Path for Social media behavioural Improvement

	Variable	Short name
Social media behavioural Improvement 	Social media as a source of information	Information source ↓
	Social networking help organisations to increase public awareness towards the product of company.	Public Awareness ↓
	Social media lead change in the behaviour of the public	Behaviour change ↓
	Help to fill information gap of consumers about their product	Information gap filling
Help in Increasing impact of social media		

The reviews of literature also revealed the following research questions for the further research in these areas:

- Can social media be used as trusted Information Source?
- Does the use of social media platforms raise public health awareness?
- Does the use of social media platforms increase public behavioral change?
- Does the use of social media platforms fill the public information need Gap?
- Do public health awareness and behavioral changes Help in Increasing impact of social media platforms for behavioural improvement?

RESEARCH METHODOLOGY

The methodology of this research is experimental research design. the study is based upon the 40 research papers found on the google scholar’s platform on the topic of the impact of Social media platform and the researches directing the current papers on awareness, behaviour and fulfilling the marketing gap were analysed.

DATA ANALYSIS:

The research based upon the research were analysed and we found the studies mainly concentrated on Marketing, Health studies and Public health awareness, Word-of-Mouth, Change in Behaviour, Information, or misinformation. The number of studies found were used to check out the words used in the research and is analysed as under:

Table 1: use of words in the study.

Word used Social Media Platform (2740)	Repetition in papers	Average use
Marketing	460	46 %
Health studies and Public health awareness	1380	63%
Word-of-Mouth	460	46%
Change in Behaviour	1080	64%
Information or misinformation	500	56%
Total	3880	50% (Mean)

Further one sample t test is used with to measure the significance of the differences in the use of the words in different reviews as under:

H1: There is a significant difference in the words used with the Social Media Platform under various review papers.

The SPSS software results are presented as under:

One-Sample Test						
	Test Value = 50					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Word Used	-557.710	274	.000	-46.92364	-47.0893	-46.7580

The results of the study revealed that there is a significant difference in the used of the words with social media in the selected papers ($t=-557.710$ with $p<0.05$) and with means we can say that the most preferred word is Change in Behaviour followed by Health studies and Public health awareness and Information or misinformation thorough Social media platforms.

Regarding the research questions future studies can be made and measured with the following proposed topics

1. The use of SM platforms significantly increases information of people about their Health and Public health awareness.
2. The use of SM platforms significantly increases information of people about their product and its marketing.
3. The use of SM platforms significantly increases information of people about their product public awareness towards the product of company.
4. Public behaviour changes are significantly explained by Public awareness about product of a company.
5. Social media Platform significantly improves fill information gap of consumers about their product.
6. Social media platform significantly helps companies for increasing impact of their product.

A model can be developed that can measure the impact of the above-mentioned points.

The study limitations include the time frame availability and empirical research viewpoints. I was not able to gather the data with the variables explained in the paper with the reviews of literature, yet this paper is able to present the theoretical framework for the future research on the effectiveness of the Social media platform for a company or sector in making the changes in the public awareness, behaviour change and filling the gap of information between the company and their prospective customers.

CONCLUSION

As we are aware that social media platforms to communicate quickly, effectively, and efficiently. use of social media platforms can positively influence awareness of public behavioral changes towards the product of company using it as a strategic partner for Marketing activities. The study conclude that Social media platforms are expected to be helpful and important for both companies for improving their marketing activities with the objective of increasing sales while for the customers to improve intervention with social media platform campaigns, and the extent to which changes in public awareness and behaviour with thinking and improvement towards the knowledge of new products and services that can be attributed to the intervention, in addition to determining how the disseminated information can be perceived.

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